

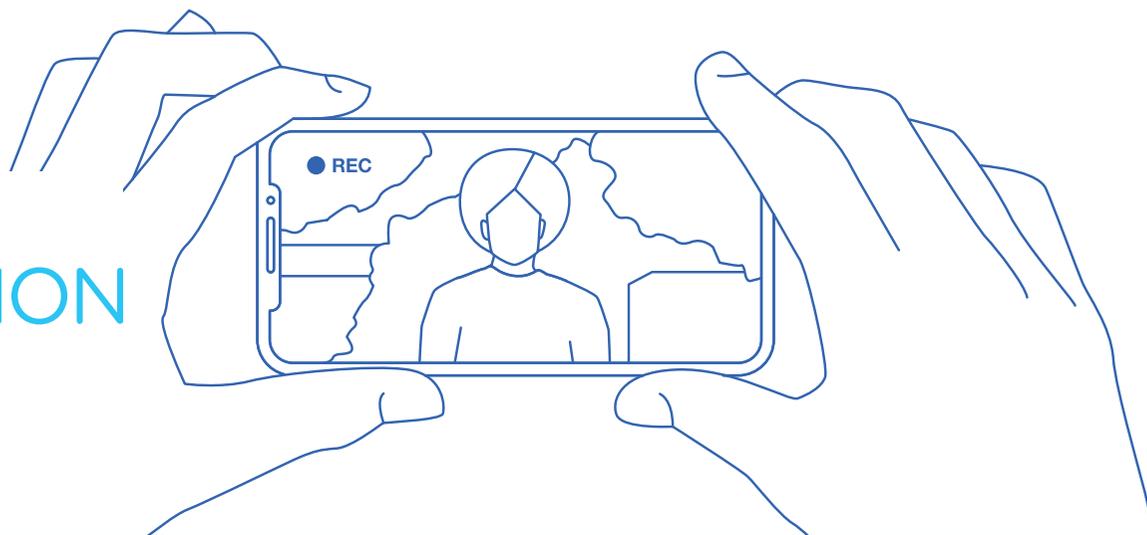
HOW TO MAKE YOUR OWN VIDEO

COVID-19 Vaccines Multicultural Outreach

May 2021

COVID-19
VACCINATION

www.health.gov.au



Australian Government

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INTRODUCTION

The Department of Health is committed to making information on COVID-19 vaccines available to everyone in Australia.

As a key stakeholder with important connections in your community, we ask for your support in sharing this critical information via video.

We have prepared key points and a guide for filming your video to share with your community. Simply grab your mobile phone, follow these tips to set up your video, film yourself as you explain the key points and share the video on your channels.

Communication channels could include social media, email, WhatsApp and community groups. Video is a great tool for communicating information, and your video will play an important role in getting COVID-19 vaccine information out to your community.

TALKING POINTS FOR YOUR VIDEO

COVID-19 vaccines

- COVID-19 vaccines will help protect our community from getting very sick from the virus.
- The vaccines are voluntary and free.
- Everyone in Australia can get the free vaccination when it's their turn.
- You do not need a Medicare card if you get your vaccination at a Commonwealth vaccination clinic or state or territory vaccination clinics.

TALKING POINTS FOR YOUR VIDEO

Vaccine safety and how they work

- The Therapeutic Goods Administration (TGA) are the scientists and medical experts who regulate and approve all vaccines, medicines, and other medical products for use in Australia. The TGA check all COVID-19 vaccines for quality, safety and effectiveness before approving them for use in Australia.
- COVID-19 vaccines teach your body to recognise and fight the COVID-19 virus. They do not contain COVID-19. You cannot get COVID-19 from having the vaccines.
- Vaccines are a safe way of building protection against the virus in the body, without causing illness.
- For the best protection, you will need two doses of the vaccines, a few weeks apart.
- COVID-19 vaccines approved for use in Australia have been shown to be very good at protecting against severe illness and death.

TALKING POINTS FOR YOUR VIDEO

Learn more

- It is important to stay informed through official sources.
- If you want to talk to someone about COVID-19 vaccines, or ask when it's your turn, call the National Coronavirus Helpline on **1800 020 080**. The hotline is available 24 hours every day. For the translating and interpreting Service, call **131 450**.
- You can learn more at the Department of Health's website where information is available in 63 languages www.health.gov.au/covid19-vaccines-languages
- You can also talk to your doctor.

TIPS FOR FILMING YOUR VIDEO

Audio

Having clear, quality audio is an important aspect of making a video recording. To help you achieve good quality audio, remember the following:

- Record in a space with low reverberation (echo). Empty rooms create a lot of reverberation. You can reduce it by filling the room with items that absorb sound, such as pillows and furniture.
- Ensure there is no background noise in the room. This could be family in the next room, or construction noises nearby. The quieter the environment, the better the audio quality will be for the video.
- Your mobile phone microphone is suitable to achieve great video audio. You can use an external microphone if you wish, however, it is not necessary.

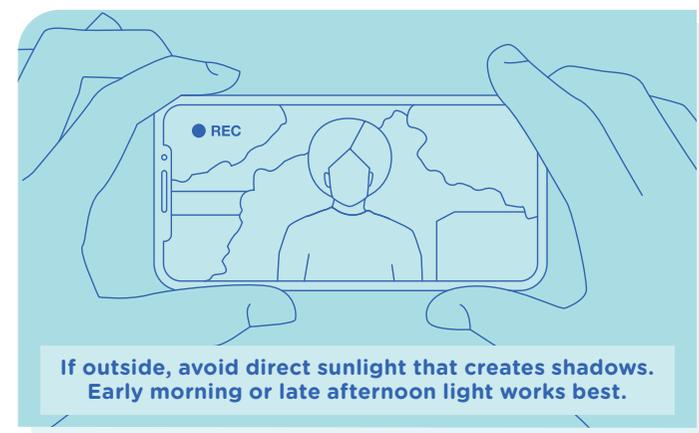


TIPS FOR FILMING YOUR VIDEO

Lighting

Appropriate lighting will help to make your video more engaging for your community. Mobile phone cameras automatically adjust to the amount of available light in a filming zone. Dark spaces will force the camera to film poor quality footage. Here are some tips to film your video with proper lighting:

- Record in a well-lit space. This could be a space with plenty of windows, or an office with bright lighting.
- If filming outside, position yourself so the sun lights evenly across your face. Natural light on your face will ensure you appear clear on camera without shadows. The best times for filming outside are mornings and late afternoons.
- Avoid harsh lighting on one side of the face; this will cast a shadow on the other side creating a stark contrast. To avoid this, you can place a thin cloth over the light source to soften it.

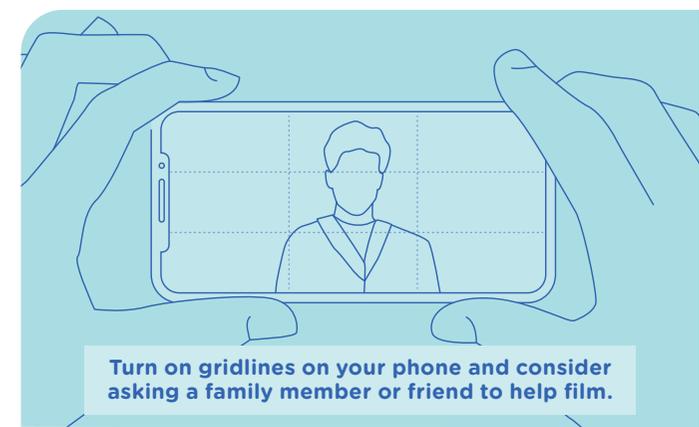


TIPS FOR FILMING YOUR VIDEO

Location and composition

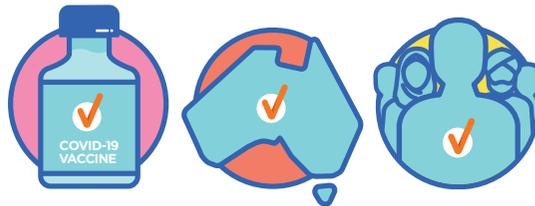
Here are some tips for choosing the location and composition for your video:

- Be aware of your surroundings. Avoid showing private documents or information in the frame.
- Record in a space that accommodates your intended tone, i.e. formal – office, relaxed – lounge room. For this video, consider a place that best represents your individual self. This could be on a soccer field, at your business, or at home.
- Consider having personal objects, such as art, university degrees or pot plants in the background of the video. These objects can make the video more personal and help the audience connect with you and your message.
- Record the video in landscape. You may want to consider turning on gridlines on your phone. This will help to centre yourself. Position your eye line along the centre of the top horizontal grid line.
- Ask a family member or a friend (maintain social distancing and COVIDSafe hygiene practices) to help you film if required.



For further information visit
www.health.gov.au/covid19-vaccines

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